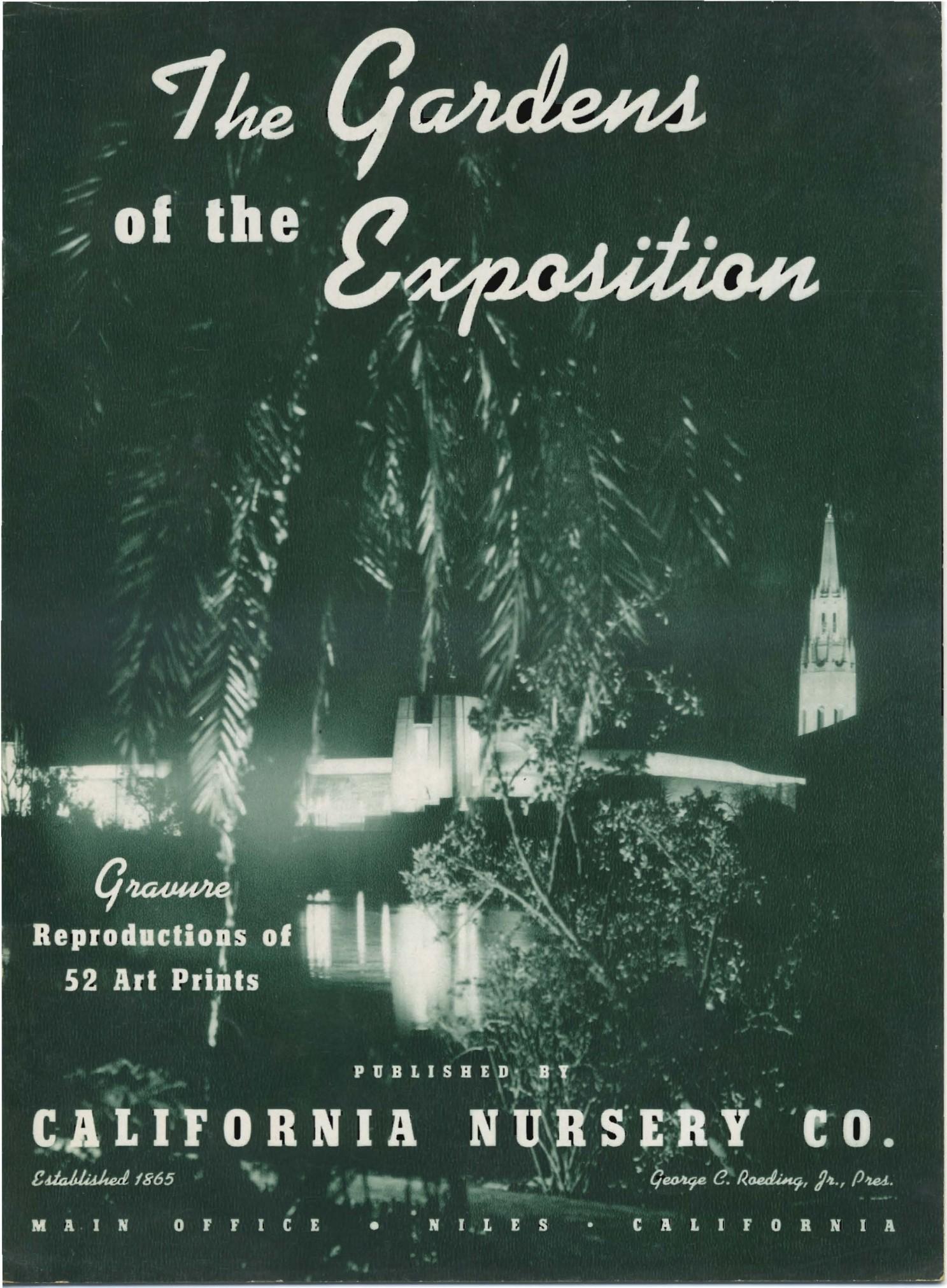


The Gardens of the Exposition



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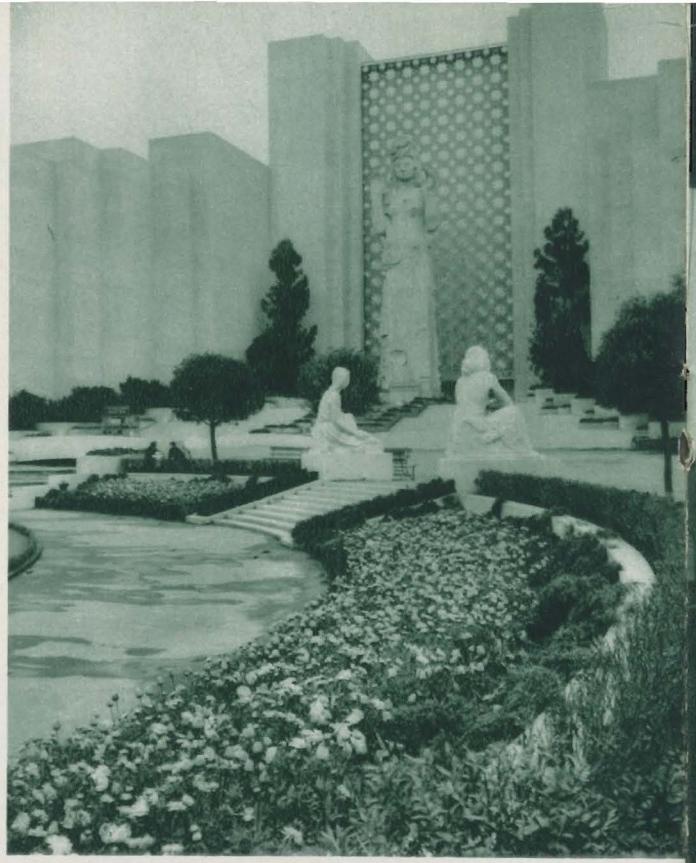
PUBLISHED BY

CALIFORNIA NURSERY CO.

Established 1865

George C. Roeding, Jr., Pres.

MAIN OFFICE • INILES • CALIFORNIA

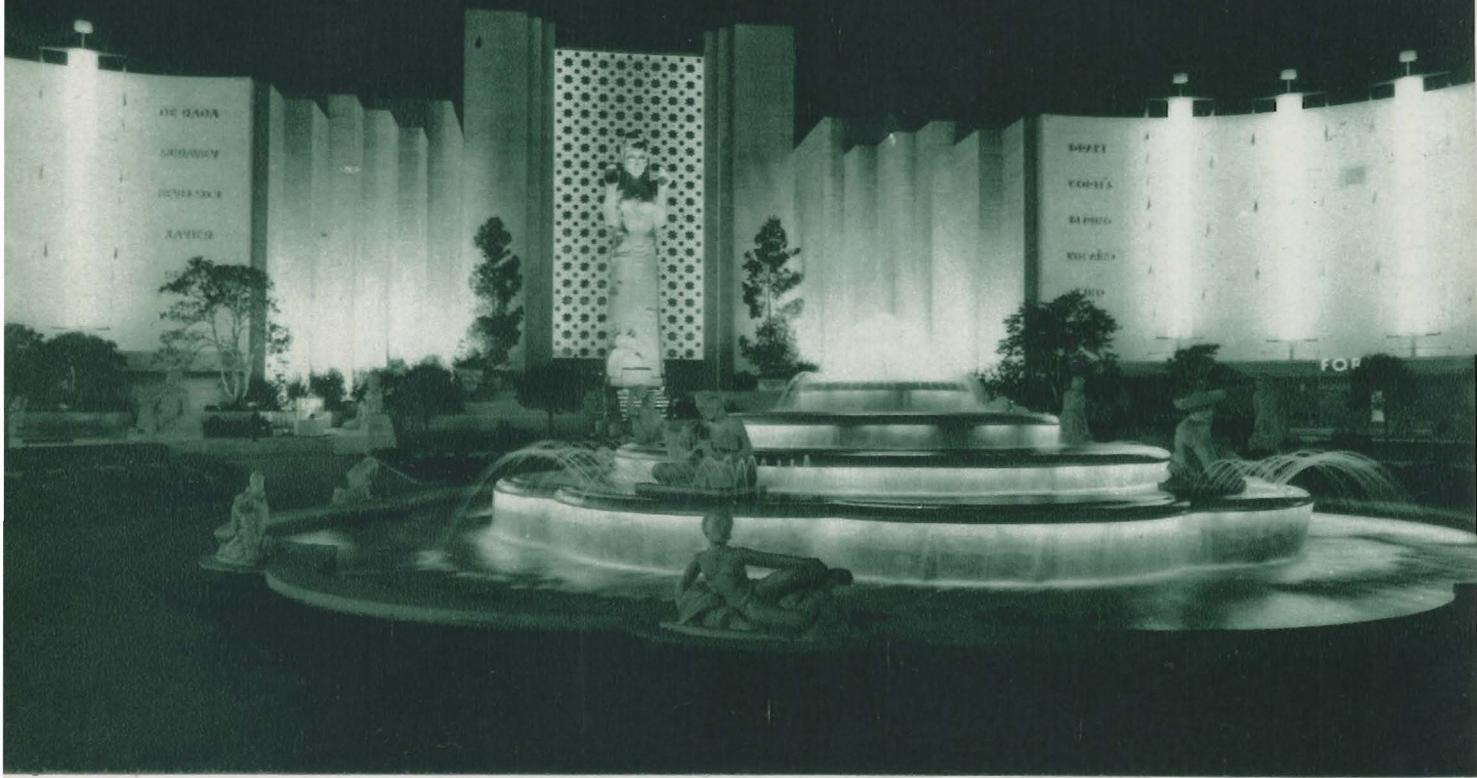


One 280 ACRE GARDEN . . .

Planned with the counsel of Dr. John McLaren, creator of San Francisco's renowned Golden Gate Park, the Gardens of the Golden Gate International Exposition on Treasure Island represent an investment of \$1,500,000 . . . a glorious result achieved after surmounting unusual difficulties of soil conditions; but above all, a fitting tribute to California's horticultural leadership executed in good taste and with splendid design.



The three views on this page show gardens in the Court of Pacifica, largest and usually the first court to be seen by visitors arriving by ferry or automobile. Treatment features the California state colors, blue and gold.



... THE COURT OF *Pacifica*

Court of Pacifica gardens, like all Exposition plantings, vary throughout the changing seasons. The pictures on these pages show the Spring effect with Creation tulips, yellow marguerites and other species, together with the permanent background of acacia, loquat, and griselinia lucida.

The Bank of America garden pictures the application of a formal planting to a limited area. This garden was constructed by the California Nursery Company's Landscape Organization.





COURT OF THE *Seven Seas*

Longest of all the courts, the avenue-type planting here emphasizes a color scheme of apricot, lemon yellow and white. Long horizontal lines are broken by 70-foot high eucalyptus trees, with lower English laurels along the walls. The tulips are the variety Avis Kennicott, planted behind masses of White English daisies.

This court is especially effective under night illumination, with green-apricot walls and mercury-green trees.

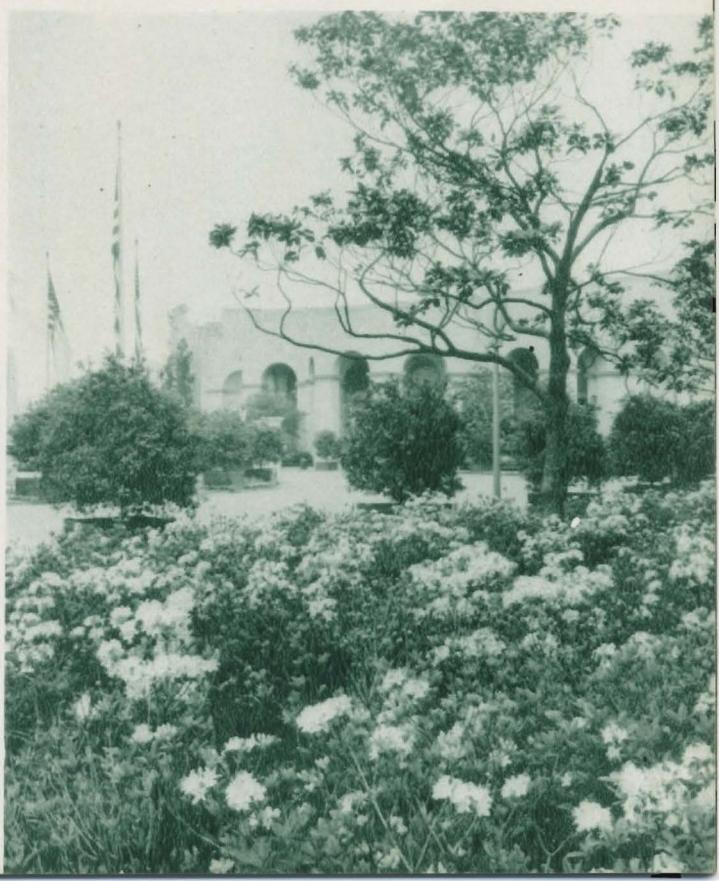


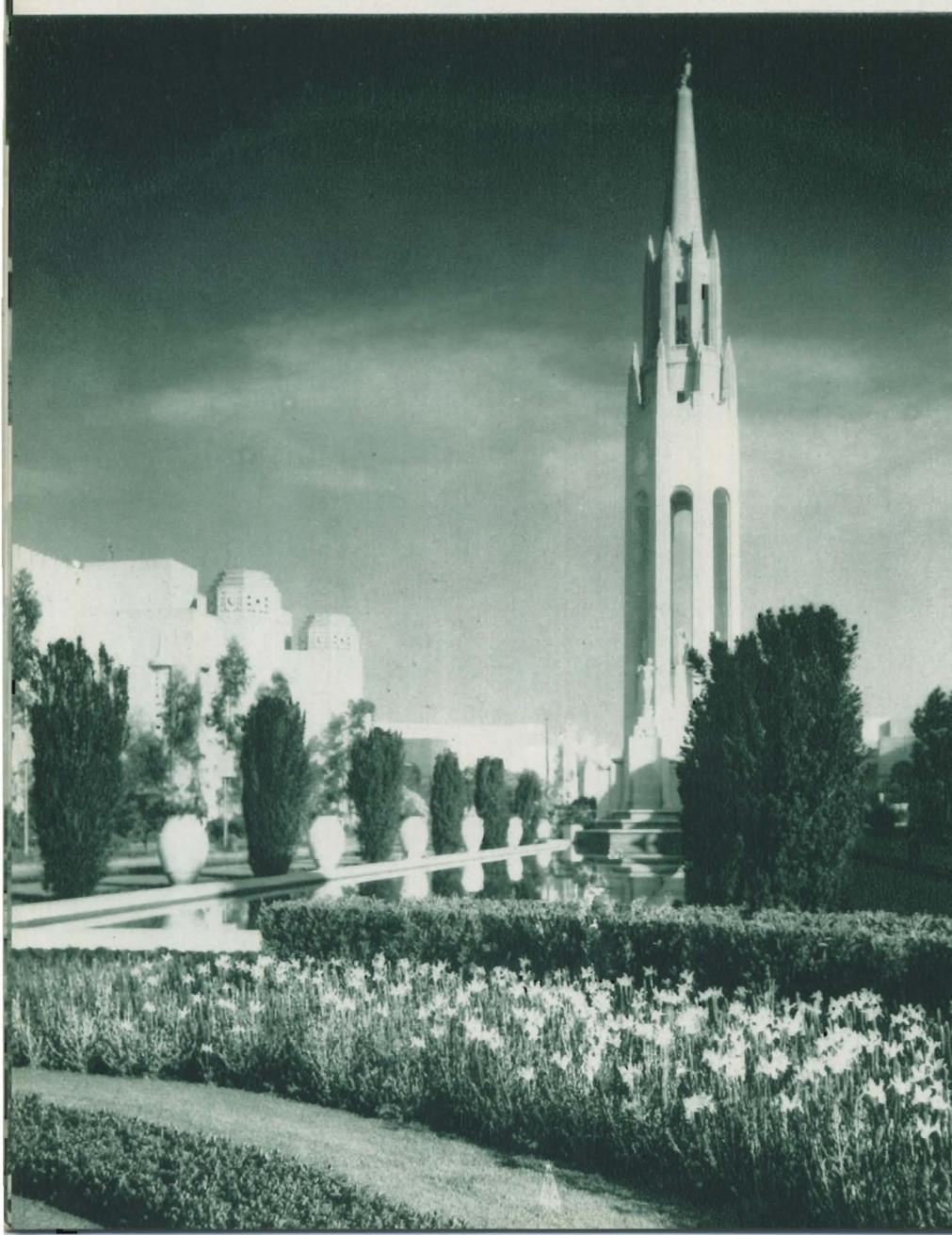
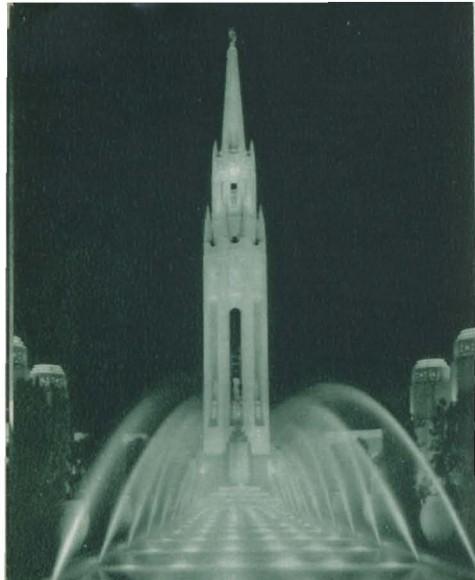


...TOWER OF THE *Sun*

This is the view from the West at night, with the Elephant Towers foreground. Palms wave above a 25-acre magic carpet of mesembryanthemum.

Thousands of Yellow Azaleas interplanted with magnolias glorify the four corner areas of the Court of Honor below the Sun Tower.





COURT OF THE *Moon* . . .

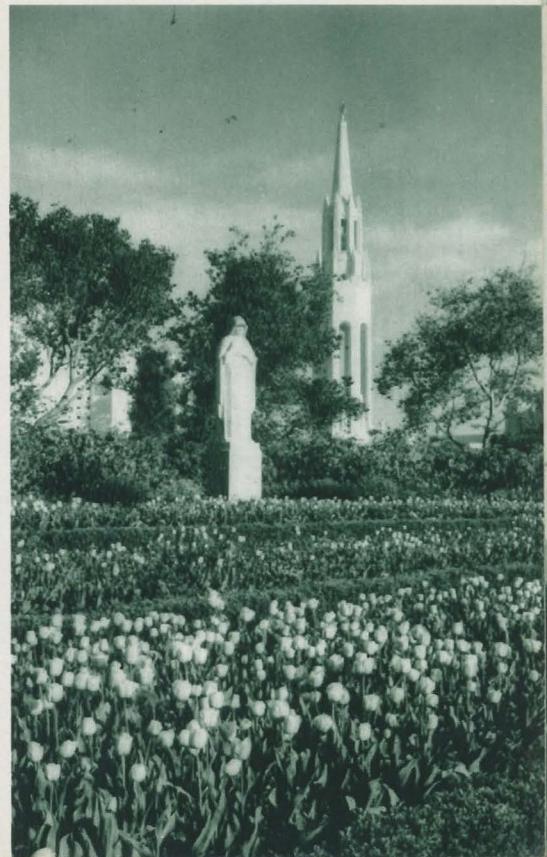
More than 148,000 individual plantings have been made in this court to achieve its color scheme of blue and white. Note Dutch iris, tulips and daffodils, with fine specimens of Irish yews lining the formal pool. Japanese privet is the predominating shrub; in season California wild lilac, violas, scillas, phlox, candytuft, pansies, iris, delphinium, and many another lovely flower add their varying types of colorful beauty.

(Right) . . . Adjoining the Treasure Garden, the parked area east of the Administration Building greets Spring with a wealth of white stock, planted in front of rhododendron and live oaks.



Treasure GARDEN.....

Centering about an octagonal pool, this sunken garden offers terraces of changing floral effects against a background of live oaks. The color scheme is pink, blue, and white. 64,000 tulips were in bloom at the time these pictures were made. Note the rhododendrons in background.



THE "OLD ADOBE" *Gardens* OF THE CALIFORNIA NURSERY CO.

The California Nursery Company Exhibit on Treasure Island occupies 14,000 square feet in the Homes and Gardens Section on California Avenue. The intimate, informal treatment of this typically "home" garden is in marked contrast to the mass display and formal treatment of the main Exposition plantings. Composed largely of plants native to California or introduced by its earliest settlers, it may be duplicated easily on almost any suburban lot. This garden has been designed and constructed by the Landscape Organization of the California Nursery Co.



THE West's
OLDEST AND
LARGEST
NURSERY



The building, designed by Frederick H. Reimers, Architect, is based upon the century-old Adobe located in the Company's extensive gardens at Niles, Calif.





(Right) President Leland Cutler awards the California Nursery Company the Exposition's Gold Medal in the April Tulip competition; (lower right) Dr. John McLaren inspects the award.



Established

1865



(Below) Three generations of the Roeding family have been nurserymen. (Left) The late George C. Roeding, Sr.; (right) George C. Roeding, Jr., inspects nursery operations daily.

BE OUR *Guest* AT NILES...

Our welcome to the Exposition includes a most cordial invitation to visit us at Niles, 24 miles south of Oakland. We hope you will be able to see our 300 acre garden showplace, with its many rare plants and trees, its extensive rose fields in bloom, and historic "Old Adobe." The latch-string is always out.

George C. Roeding Jr.

President.

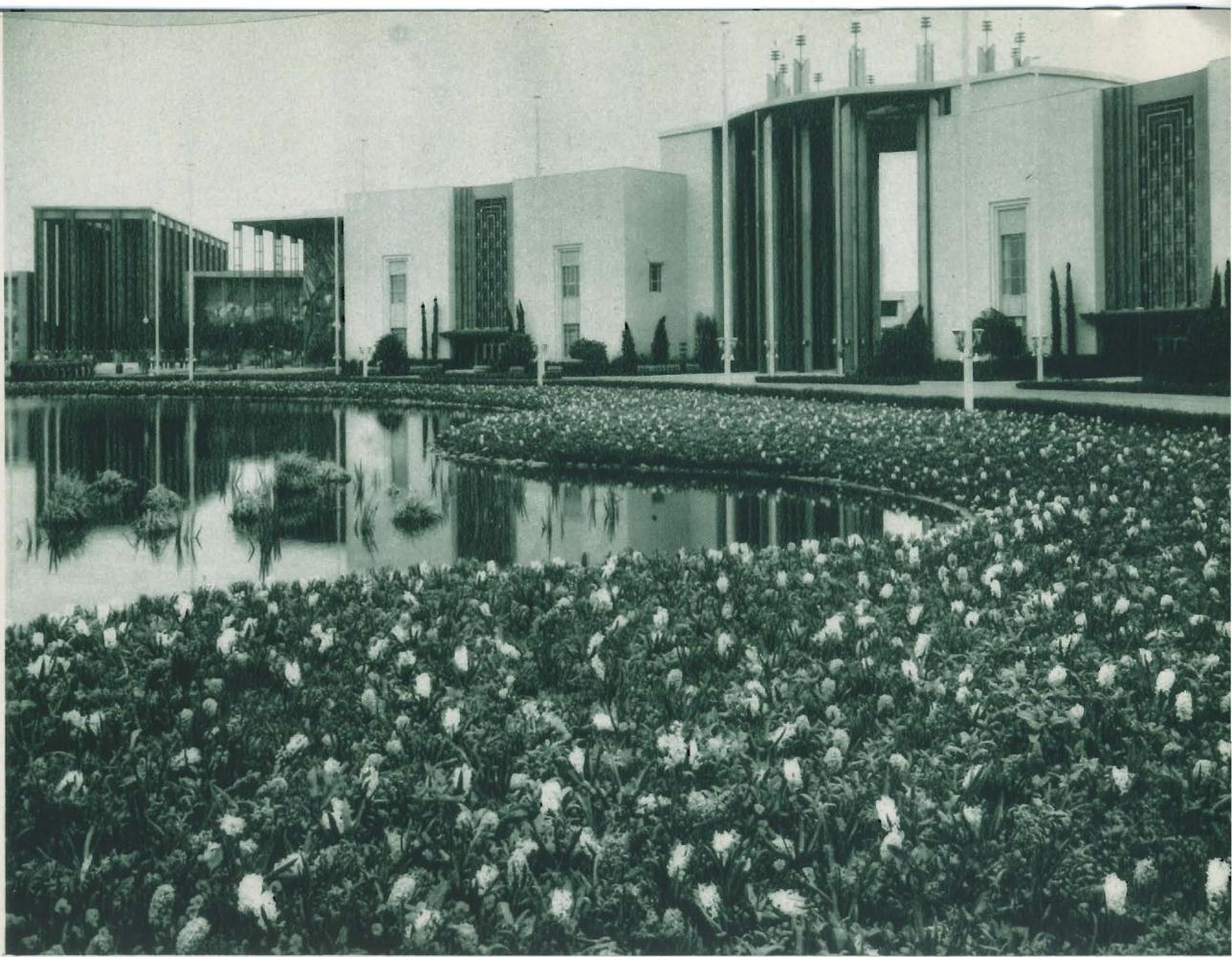




THE HALL OF *Flowers*

Of trellage construction for the maximum of light and conditioned air, the Hall of Flowers houses the longest continuous Flower Show ever attempted. Rare and unusual flowers from all parts of the Pacific basin are shown, rushed here from nurseries and floral concerns as well as from the gardens of amateur growers.

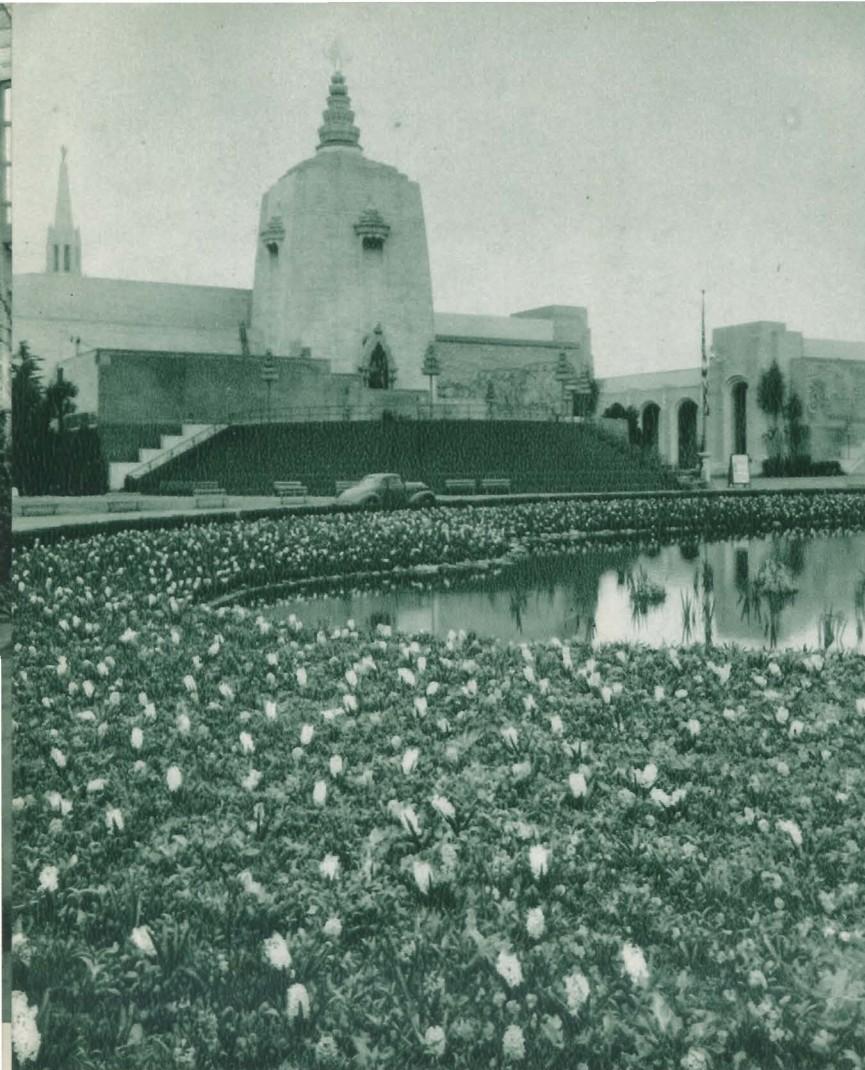
This Yerba Buena Club garden, constructed by the California Nursery Company, offers the charm of seclusion and peace to tired club members in search of a restful interlude.



THE *California* GROUP

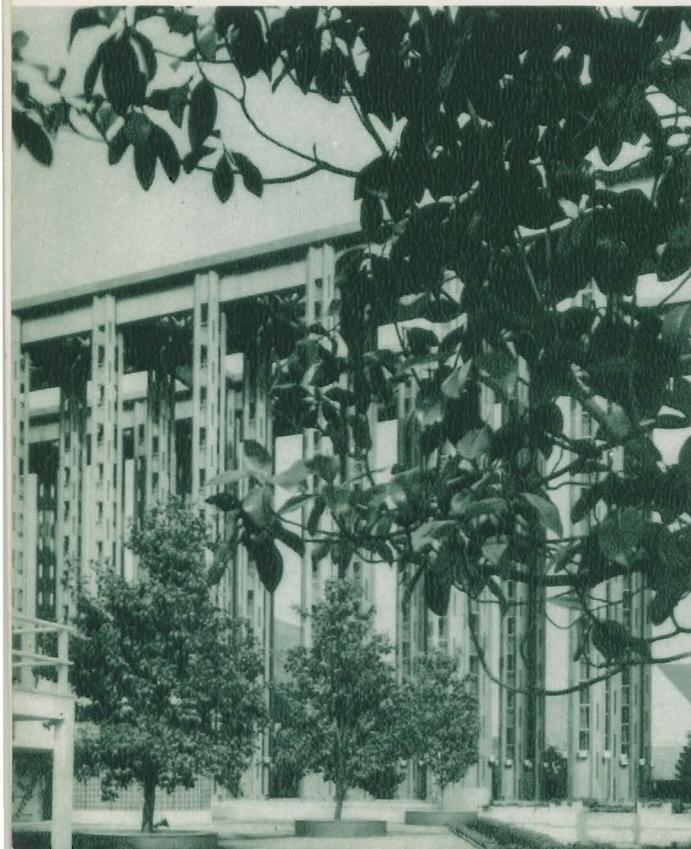
Holland growers sent the thousands of hyacinths shown framing the Lake of the Nations. Through the colonnade in the background, visitors approach the gardens of the California Group, shown in the center picture, with roses in profusion ready to bloom in the summer and fall months. (Lower) The enclosed garden of Alameda-Contra Costa County exhibit.





THE *Federal* BUILDING

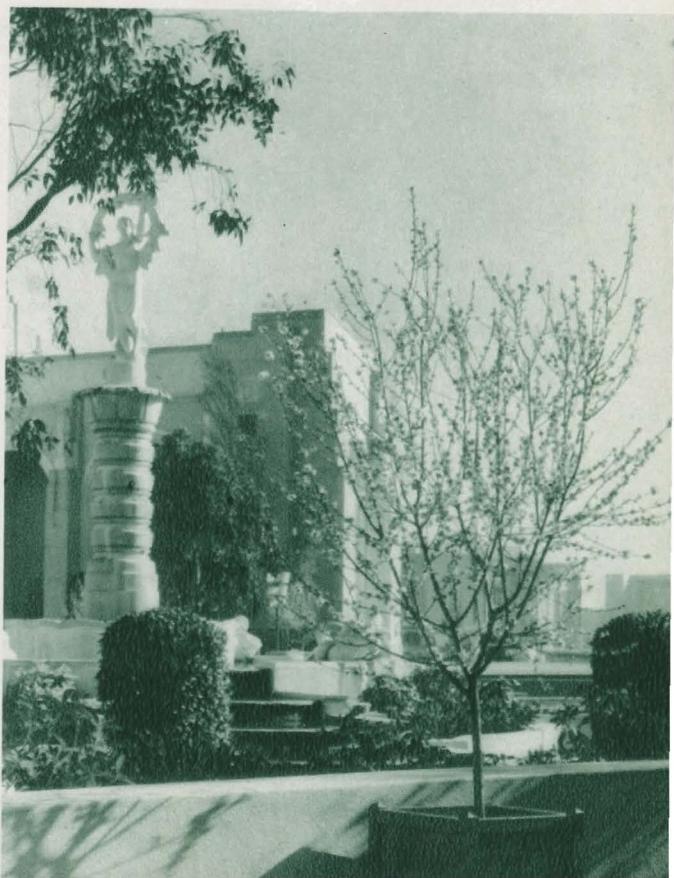
Our upper view shows the Temple Compound across the hyacinth-bordered Lake of the Nations. East of the Lake, directly across from the Temple Compound, the vast Federal Building features large evergreens from the Specimen Tree Gardens of the California Nursery Company at Niles. The lower picture shows specimen magnolias in one of the Federal Building courts.

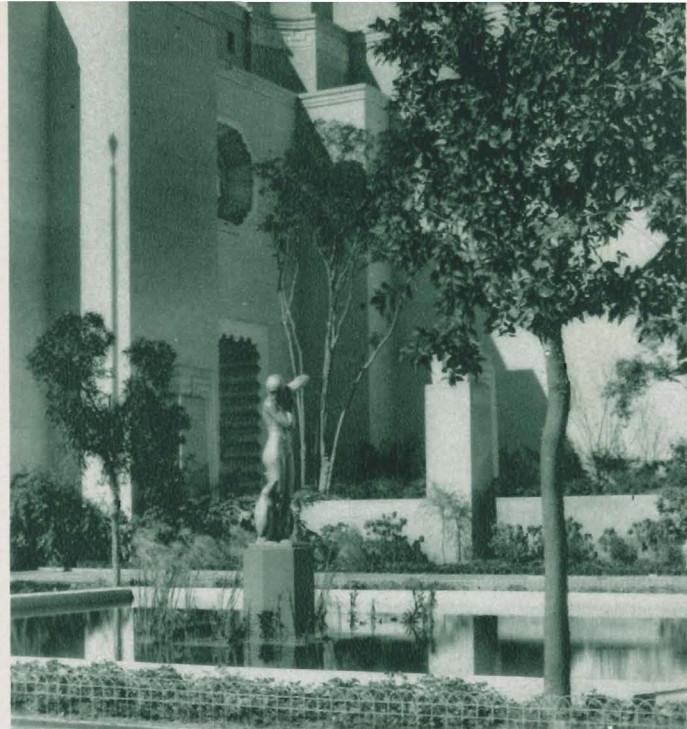




THE COURT OF *Flowers* . . .

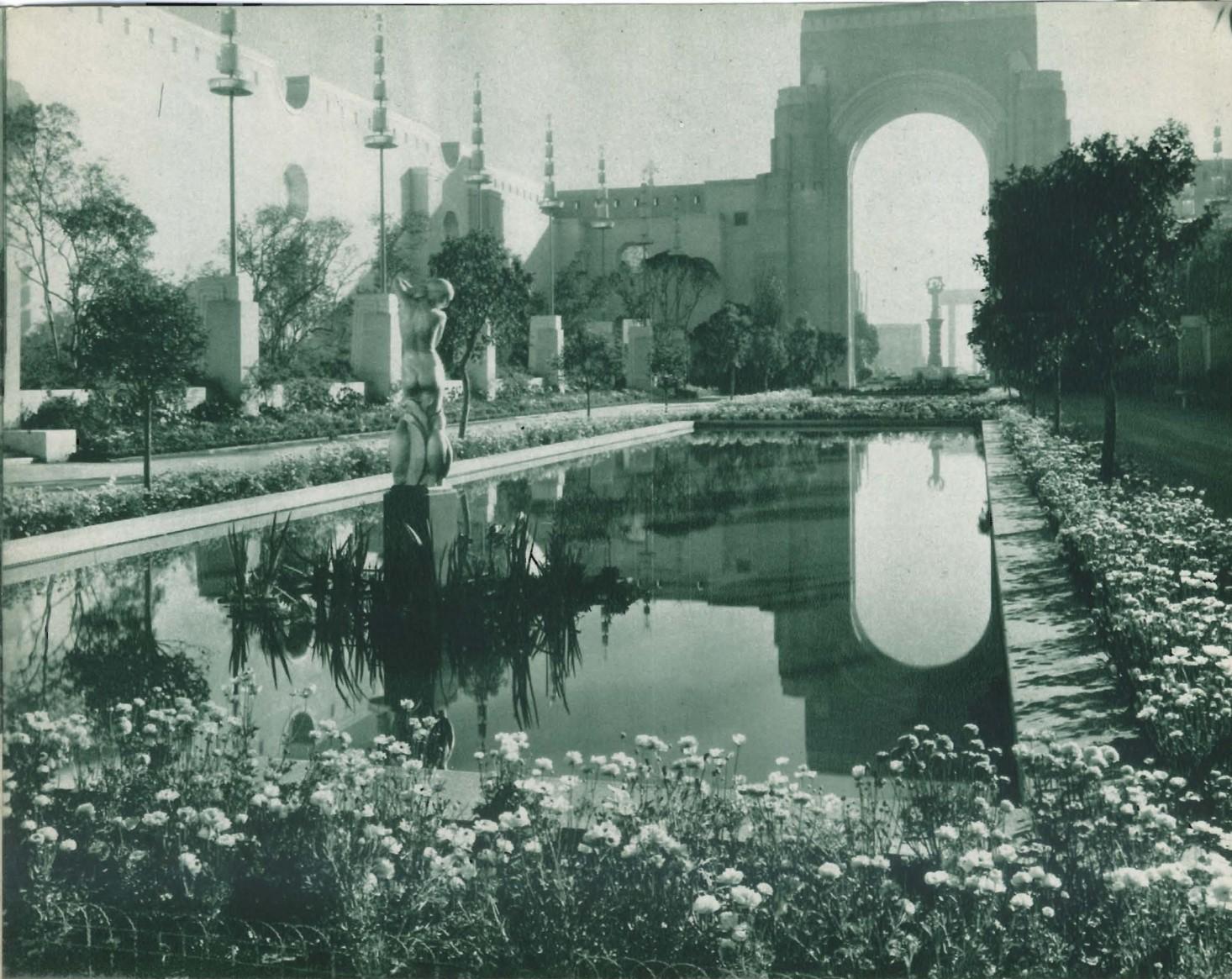
Probably the loveliest of all from the garden-lover's standpoint is this small court adjoining the Temple Compound. Many fruitful home-garden ideas are sure to be born here, among the red flowering peach trees, Pink Pearl rhododendrons, and dozens of other varieties.



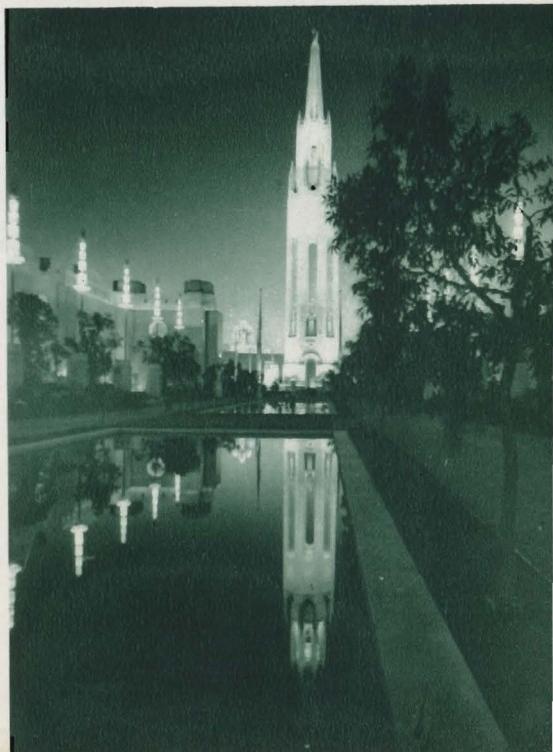


THE COURT OF *Reflections* . . .

Our upper picture shows a tulip bordered fountain in the Court of Flowers; a step through the Arch of Triumph leads the visitor from this point into the Court of Reflections. Shown here and on the page opposite are five views of this court, noteworthy for the success of its horticultural treatment entirely carried out in shades of red.



RANUNCULUS bordering the quiet "Siesta" pools, hundreds of red rhododendrons, fuchsias, red geraniums, and vines ranging from bougainvillea to red passion vines achieve a picture of breath-taking beauty, enhanced by reflections.





THE *California Spring Garden Show*, OAKLAND

Enjoyed by 100,000 enthusiastic visitors, the 4-day California Spring Garden Show, sponsored by Oakland's Business Men's Garden Club is an outstanding civic event each April. Above, and lower right, two California Nursery Co. displays; lower left, a general view of the 1939 Show.



THE EXPOSITION *Model Homes* TOUR . . .

Adjoining the California Nursery exhibit on Treasure Island is the "Host Home" of the Exposition Model Homes Tour, a cooperative project which presents to Exposition visitors the opportunity to see a wide variety of California model homes located in Marin County, the East Bay Cities, San Francisco, and the Peninsula. In short, here is a cross-section of modern city and suburban life in San Francisco Bay home districts.